



With the automated sales experience relatively new (especially in stores), the majority of us, 70%, still prefer the help of knowledgeable sales help. However, there are already three in ten, 30%, who prefer an automated experience provided it is efficient. With more and more people shopping online each year, with smart phones becoming even smarter and with consumers getting used to the sight of shoppers checking themselves out via in-store scanners or, faster yet, with their smart phones, automated sales may soon become as commonplace as, well, smart phones.

About Ipsos Open Thinking Exchange:

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